

Beaverton Community Vision Spring 2009 Video Transcript



Title screen:

Beaverton Community Vision: A Project from the City of Beaverton
(City of Beaverton logo & Beaverton Community Vision logo)

(Contemporary instrumental music begins)

Cut to: Visioning mural images

Narrator (voiceover): Community. City. Opportunity. Downtown.

Cut to: Beaverton Community Vision logo

Narrator: Beaverton Community Vision is a project to bring people together to share in a discussion about what Beaverton can achieve in the coming years.

Cut to: Exterior shot Beaverton City Library. Holly Thompson, Visioning Program Manager, City of Beaverton

Holly Thompson: Beaverton Community Vision is about deciding our goals for the future as a community—what kind of city do we want to become? And determining the steps we can take to meet our collective goals.

Cut to: Exterior group shot. Colin Grant, Visible Strategies, talking with community members.

Narrator: Colin Grant is an international expert on sustainable development strategies. He was recently here in Beaverton talking about different approaches cities have taken around the world to revitalize their downtowns in sustainable ways.

Cut to: Interior studio. Colin Grant addressing audience.

Colin Grant: The great element of starting your visioning process now is that so much has been achieved around the world, and we can build on that, we can learn from that, we can reach out to these communities, and they can help us.

Cut to: Exterior Beaverton Transit Station. Jerry Jones, Visioning Advisory Committee member

Jerry Jones: I am a member of Beaverton's Community Vision Committee because I believe in making Beaverton a better place. I want to be a part of the conversation about what we can do to make Beaverton a more vibrant city.

Cut to: Exterior City Park, fountain. Mayor Denny Doyle.

Mayor Doyle: While creating Beaverton's community vision, we've opened the door to talk about what we can do to improve our downtown. One of my top priorities is to make sure we work together, as a community, to find the solutions we need to move our downtown forward.

Cut to: Interior studio.

Colin Grant: So we can set goals like that for our future, and then relate where we are today to that future.

Cut to: Exterior Broadway. Jaann Hoisington, Visioning Advisory Committee member. Interspersed with exterior shots of people on Broadway.

Jaann Hoisington: Through the development of Beaverton's Community Vision we are identifying specific goals for our city. One of the things we have heard over and over again is the need to create a vibrant central core. To me, this means figuring out how to energize our downtown.

Cut to: Interior studio.

Colin Grant: So what can we see out of these different developments around the world? What's the common ground? What do they have in common?

Cut to: Exterior City Park. Lorraine Clarno, Beaverton Chamber of Commerce

Lorraine Clarno: Now is the right time for us to work together and focus on energizing our downtown. The Beaverton Area Chamber of Commerce works every day to support and expand our local businesses, and to bring more opportunity to Beaverton.

Cut to: Exterior shots of coffee shop, construction, light rail.

Cut to: Exterior City Park. Lorraine Clarno

Lorraine Clarno: Our community is doing some important things by working on an urban renewal plan and engaging the public with the Beaverton Community Vision. These are some of the steps we can take together to help turn our downtown around.

Cut to: Exterior panning shot of Beaverton streets.

Cut to: Interior studio.

Colin Grant: And I think the big challenge for Beaverton now is, I think there's a feeling of excitement here, a feeling of a potential future redevelopment. The big question that I heard from one of the audience is, "Where is the downtown?"

Cut to: Exterior City Park. Mayor Doyle

Mayor Doyle: Beaverton is well-positioned to take on the enormous challenge of improving our downtown. In a recent vote last fall, the overwhelming majority of the voters chose to bring back urban renewal as a tool to help us accomplish this goal. Good things take a while, and that is why we're going to take some time to do this right.

Cut to: Exterior brick building. Marc San Soucie, Beaverton City Councilor. Interspersed with exterior shots of Beaverton and regional urban renewal examples.

Councilor San Soucie: Urban renewal is a financial tool used by cities like Beaverton to fund public projects in a defined area, such as a downtown, with the goal of stimulating private investment. Urban

renewal projects can create or improve infrastructure; build streets, sidewalks, or parking structures; or construct parks and public buildings. Urban renewal can help encourage investment and redevelopment in our downtown. And in Beaverton, voters will have to approve our urban renewal plan.

Cut to: Interior studio. Interspersed with shots of Beaverton and regional examples.

Colin Grant: But the big thing is that the development is geared around people walking, people talking, and people celebrating, people sitting down in cafes and drinking coffees and beers, having fun, having a culture, and out of that has sprung amazing developments.

Cut to: Exterior brick. Mayor Doyle

Mayor Doyle: The next step toward creating this downtown is taking the time to do the research necessary to make the plan a success. Over the next several months, you can expect to hear, read, and see more information about downtown planning and urban renewal. I invite you—I really encourage you to participate in conversations about our downtown and what it should look like in the years to come.

Cut to: Interior studio. Interspersed with shots of Beaverton and regional examples.

Colin Grant: And magic can happen from the ground up. People get involved, and crime can go down, people feel included, and health increases. Multiple benefits. Most of all, we're designing our city, our downtown, around people. People walking, people talking, people having fun, people listening to music. And when they do that, they shop more, they stop more, and some economic magic can happen as well.

Cut to: Shots of Beaverton and regional examples.

Narrator: (voiceover) Urban renewal is just one of the economic development tools cities have used to revitalize their downtowns. There are many different models, programs, and ideas out there, and Beaverton will review all of its options while putting a plan together. There will be many opportunities to learn more and share ideas on how you think we can revitalize Beaverton's downtown core.

Cut to: Interior studio.

Colin Grant: In all the examples I'll show you tonight, there's one thing that is common ground, which is: visioning and engagement. Getting people together, learning about what's happened around the world, learning from the community about what the community would like in this part of the world, setting goals, and then getting on with it.

Cut to: Exterior Beaverton Bakery. Rick Yates, Visioning Advisory Committee

Rick Yates: If you want to learn more about Beaverton's Community Vision, discuss the future of Beaverton's downtown, or learn more about any of the efforts about urban renewal—please get involved.

Cut to: Exterior City Park fountain.

Narrator: (voiceover) There are many opportunities to share your views and learn more about the Beaverton Community Vision project.

Cut to: Contact information: www.beavertonoregon.gov, www.beavertoncommunityvision.com, (503) 526-2658

Narrator: Visit the City's website at www.beavertonoregon.gov for a list of upcoming community events, or to learn more.

Cut to: Beaverton Community Vision logo

Narrator: Beaverton Community Vision. Connect. Imagine. Transform.

(Music fades)

Cut to: Credits (written)

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Special Thanks:

Visioning Advisory Committee

Beaverton Area Chamber of Commerce

Tualatin Valley Community TV

Jason Robertson, Barney & Worth

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Thanks to Video Participants:

Mayor Denny Doyle

Councilor Marc San Soucie

Lorraine Clarno

Kevin Hoover

Jaann Hoisington

Jerry Jones

Rick Yates

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Executive Producer: Holly Thompson

Producer: Erin Gordenier

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Narrator: Mark Hyde

Mural Artist: Nancy Marguiles

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